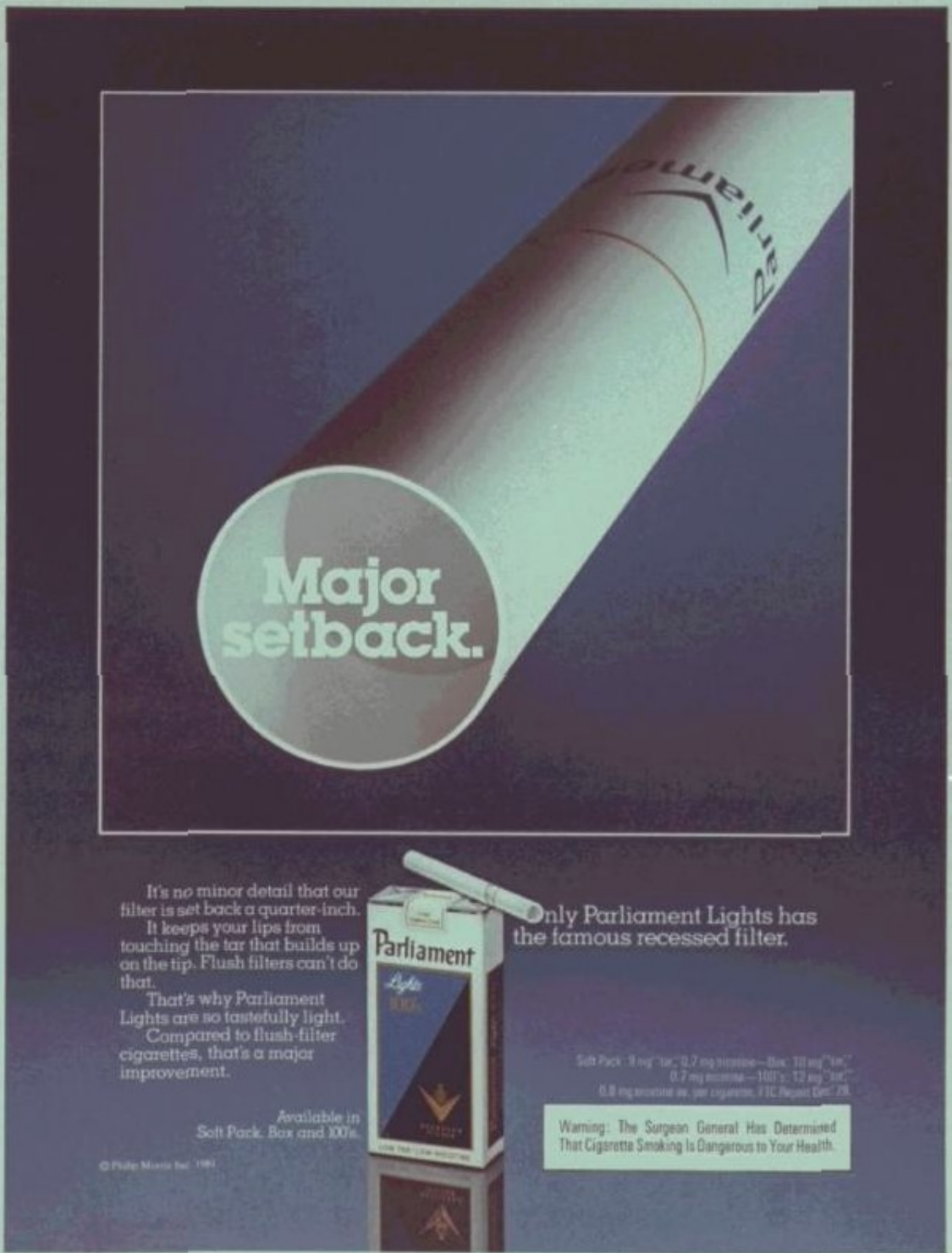
LEO BURNETT U.S.A.
Ad No. 1698—"MAJOR SETBACK"—Req. No. 61490—Page—(8⅛" x 11⅛ inches)—4/c Bleed—National Magazines (Oliver), 1981 (A)
Printed in U.S.A.


Major setback.
It's no minor detail that our filter is set back a quarter-inch.
It keeps your lips from touching the tar that builds up on the tip. Flush filters can't do that.
That's why Parliament Lights are so tastefully light.
Compared to flush-filter cigarettes, that's a major improvement.
Available in Soft Pack, Box and 100's.
Only Parliament Lights has the famous recessed filter.
Parliament
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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